the two proposed versions has been signed, we have received last minute unconfirmed information that cinema advertising may be restricted to films which cannot be viewed by persons under 18. (See my reports February 17 & 24)

Bradley Brooks

3. In ISRAEL, in an unannounced move, a private member's bill has been introduced amending the existing law on advertising restrictions to call for a total ban on cigarette advertising. This bill was introduced by the same legislator who had introduced a similar bill prior to elections and includes a provision similar to that in the previous draft, which removes the health warning as a defense in product liability cases. Our lawyers are meeting with representatives of the other cigarette companies to formulate a position and have requested to be heard during committee hearings on the bill. We will also enlist support from the Ministry of Trade, which is trying to liberalize the cigarette market, as well as the media who would lose substantial revenues from such a ban.

(1) Is Steve Parrish on top of this.

4. In HOLLAND, B.A.T. has started strong consumer activities for BARCLAY. - advertising 1.0 mg ?

(2) Is Barclay still advertised as 1.0 mg in Benelux.

5. In BELGIUM, strong sales drive activities are presently being carried out for brands such as LUCKY STRIKE, WINSTON, BASTOS, BARCLAY and PETER STUYVESANT.

Fedetab has asked for an urgent meeting with the Health Minister in order to discuss the projected royal decree and the ethical code. (see my report March 28)

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G. 4/15

6. In GERMANY, the Chesterfield cinema promotion started nationally on April 12. During the coming two months 8 teams will visit major cinemas throughout the country with the objective of reaching 200,000 target consumers.

During the application phase of the 1989 Marlboro Adventure Team, 240,000 young people applied for the event, 4% more than last year.

During this week's Federal Government reshuffle the Health Minister, Mrs. Lehr, who has a moderate attitude towards smoking and health issues, retained her post.

Best regards,

Aleardo G. Buzzi

cc: RWMURRAY--VUS0212A R. William Murray
WTHOMA --VCH0021A Walter Thoma
WMARTIN --VCH0021A William Martin
NYTELEX --VUS0212A New York Telex
MHORST --VCH0021A Michael Horst
RSCHWEIZ--VCH0021A Rudolf Schweizer

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